

**Panhandle PBS Advisory Council Meeting**  
**Minutes**  
**Tuesday, May 24, 2022**  
**Amarillo College Oak Room and parallel Zoom Videoconference Platform**

The Panhandle PBS Advisory Council met on May 24, 2022 at 12:00 noon in the Amarillo College Oak Room with parallel access via the Zoom Videoconference platform.

**Panhandle PBS Staff Present**

Kevin Ball, Stevi Breshears, Tammy Conner, Corby Fails, Jill Frank, Hilary Hulse, Jack Light, Cullen Lutz, Michael Sugden, and Karen Welch

**Panhandle PBS Advisory Council Members Present**

Elizabeth Boston (Chair), David Lovejoy (Vice Chair), Malisa Litchfield, Patrick Miller, Shanna Peeples, Peggy Carter Thomas, Judy Whiteley, and Jeff Wyrick

**Welcome: Elizabeth Boston**

Elizabeth welcomed the group.

**Approval of Minutes from Previous Meetings**

Peggy Carter Thomas moved to approve the previous meetings' minutes. David Lovejoy seconded. The minutes from 8/24/21, 11/16/21, and 2/22/22 were approved.

**CEO Update: Kevin Ball**

Kevin provided updates on numerous Amarillo College activities, several of which Panhandle PBS and FM90 provide support for: improvements to the Oak Room, a successful May graduation at Hodgetown, June Jazz on Tuesdays in June at 7pm., the Chalk Me Up event on July 30th, the new Badger Athletics program in the fall, Russell Hall renovations, campus air conditioning improvements, the Innovation Outpost downtown, and the new First Responders building near AmTech. He also encouraged attention to the station's summer fundraising efforts.

**Underwriting Update: Jack Light**

Jack shared that Bank of America will be the presenting sponsor of "The Little Things" mental health content series and Northwest Texas Hospital and Texas Tech Health Science Center will be supporting sponsors. Additional underwriting requests are pending. The costume character Cat in the Hat came to the Panhandle in the spring with support from Wonderland, the Don Harrington Discovery Center, and the Wranglers Hockey Team. Our current costume character, Nature Cat, is visiting Business Connection, Wonderland, and the Amarillo Zoo. Vinylthon with FM90 was supported by Spinning Jenny's House of Music in Shamrock. The upcoming PBS series, "The Great American Recipe," is being supported by SALT Spices and Specialities. Brick & Elm will be a sponsor of the new season of "Check Me Out: A Podcast for Booklovers" alongside the Friends of the Amarillo Public Library.

**Membership Update: Corby Fails**

Corby shared a promotional spot for our upcoming shortened pledge drive with local gifts from the Wildcat Bluff Nature Center and Creek House Honey Farm - all around the new PBS program, Charlie Bee Company. Our direct mail and membership campaign hits

homes the week of May 23rd, with the station attempting alternate membership drive efforts with changing giver demographics. The campaign will also include on air spots, social media, and web promotions. The station is experimenting with shortened pledge drives from 10 to 3 days for less interruptions to regular programming for our viewers. Our digital Patreon fundraiser is featuring local artists with donors receiving gifts (sticker, postcard, shirt) based upon their giving level. Each month features a new artist as we experiment with targeting younger audiences. "Savor the Goods" dining/education/fundraising series will return October 13, 2022 with Ruthie Landelius at a location to be determined.

### **Community Engagement Update: Cullen Lutz**

Cullen shared that the station has received a \$40K Discretionary Grant from the Amarillo Area Foundation to support production, promotions, and community engagement around "The Little Things" mental health content series. The upcoming September Ken Burns series, "The U.S. and the Holocaust" will align with the Amarillo Public Library's exhibition, "Americans and the Holocaust" and we are hopeful for a community engagement grant from WETA around this programming. A genealogy open house in partnership with Amarillo Public Library took place this spring to engage our community around the PBS series, "Finding Your Roots." A variety of activities and resources were featured, while the station launched a new content Panhandle PBS digital series, "Shadowbox Stories," and local program, "How to Find Your Roots."

### **Programming Update: Jill Frank**

Jill shared that "The Great American Recipe," a new 8-part cooking competition series, will premiere on Panhandle PBS June 24. The station's three-day pledge drive in June will feature "All Creatures Great and Small," among other programs. The "Camp TV" series for kids will return with new episodes this summer, and "The Boleyns: A Scandalous Family" will be featured in August.

### **Content Update: Hilary Hulsey**

Hilary shared that all seven episodes of "The Little Things" have been edited. The series, about the little things we can do to improve our mental health, will be completed by end of July and will broadcast in September.

Corby shared more about "Garden of the Mind: Cultivate the Little Things for your Mental Health." The engagement event will be held September 17 on the Amarillo College campus. Activities will include food demonstrations, meditation, art journalism, yoga, community partner booths, counselling, and more. Post It Notes were distributed for meeting attendees to share their response to the prompt, "What Brings You Joy?" on a display board as an example of response boards that will be at the event.

Hilary shared more about content collected at "Finding Your Roots: A Family History Celebration" with content staff interviewing genealogy enthusiasts and experts, resulting in the program, "How to Find Your Roots." The station booked fifteen minute time slots at the Library event for guests to share family objects/mementos and stories of their family importance. The impressive response is resulting in a new digital series, "Shadowbox Stories," for which a video example was shared. Twenty stories have been gathered thus far, with plans for additional story collection focusing on community diversity. The series will be shared over the course of a year.

### **Production: Hilary Hulsey**

Hilary spoke on behalf of Brian Frank about the station's new student interns for this summer - Daniel Antillon and Tanner Bass. They will help gather footage for "The Little Things," "Shadowbox Stories," FM90 events, June Jazz, and other station projects. Kevin shared that the station is investigating an AmTech intern for the fall.

### **Advisory Council Update - Feedback Forum**

Elizabeth Boston asked about Yellow City Sounds Live. Hilary Hulsey shared that the station is considering a new iteration of the series in some capacity. Judy Whiteley shared her positive impression of all that the station accomplishes. Peggy Carter Thomas inquired about promotions of Amarillo College Kids Camps, with Hilary sharing that station interns will indeed be gathering camp B-roll for this purpose. Kevin Ball shared the great enthusiasm radio students are having for the program and for FM90. Kevin and Hilary also shared a project under consideration - an academic bowl game show modelled after a successful program at the Corpus Christi PBS station. The many positives include partnerships with area high schools, Amarillo College, spotlighting academics, and the potential for fundraising.

**Old business/New business** There was no old or new business discussed.

### **Adjournment**

Elizabeth Boston adjourned the meeting at 12:58 p.m.

**Next Scheduled Advisory Council Meeting: August 23, 2022 at 12:00 noon.**